

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-04 INR-05 LAB-01

NSAE-00 PA-01 RSC-01 SIL-01 PRS-01 EURE-00 DRC-01

/028 W

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P 171415Z OCT 74

FM AMEMBASSY BUCHAREST

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 0534

UNCLAS BUCHAREST 4786

USIA FOR IEE; ICS; IBS

E.O. 11652: N/A

TAGS: SCUL RO

SUBJ: PHOTOGRAPHY USA EXHIBIT - OPENING DAY,
AMERICA DAY AND FIRST DAYS OF EXHIBITION

1. PHOTOGRAPHY USA OPENED ON OCTOBER 13 AT BUCHAREST'S THIRD INTERNATIONAL TRADE FAIR. AS PART OF HIS TOUR OF EXHIBITS FOLLOWING INAUGURAL OPENING OF FAIR, PRESIDENT CEAUSESCU, ACCOMPANIED BY HIS WIFE, PRIME MINISTER MANEA MANESCU, FOREIGN TRADE MINISTER ION PATAN, AND OTHER HIGH OFFICIALS, MADE TEN MINUTE TOUR OF EXHIBIT. PARTY WAS ESCORTED BY AMBASSADOR, USIA ASSISTANT DIRECTOR JOHN W. SHIRLEY, PROJECT DIRECTOR RICHARD SUIB, FIELD DIRECTOR KEN NIGLIS, AND PAO.

2. CEAUSESCU'S ORIGINAL OPENING CEREMONY SCHEDULE INCLUDED VISIT TO PHOTOGRAPHY USA EXHIBIT AS LAST STOP AFTER VISITING OTHER PAVILIONS (INCLUDING DEPARTMENT OF COMMERCE EXHIBIT) BUT HE DECIDED AT ONE POINT TO FOREGO STOP. HOWEVER, FOLLOWING CONVERSATION WITH AMBASSADOR AND TRADE MINISTER PATAN, CEAUSESCU CHANGED HIS MIND ONCE AGAIN AND MADE VISIT. DURING TOUR HE STATED TO AMBASSADOR THAT PURPOSE OF VISIT WAS TO ENCOURAGE COMPLETION OF STALLED NEGOTIATIONS WITH U.S. COMPANY REGARDING MANUFACTURE OF PHOTO SENSITIVE PAPER IN UNCLASSIFIED

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ROMANIA. CEAUSESCU NOTED IN JEST THAT AMBASSADOR AND PATAN

COULD COMPLETE THESE NEGOTIATIONS IN HONOR OF THE RCP XI PARTY CONGRESS BEING HELD NEXT MONTH. MINISTER PATAN COMMENTED AT CLOSE OF VISIT THAT "WHENEVER WE VISIT A PAVILION, WE COME OUT WITH A JOINT VENTURE," A REMARK MADE IN JEST, BUT REFLECTIVE OF ROMANIAN INTEREST IN JOINT VENTURES AND OTHER COMMERCIAL ARRANGEMENTS WITH U.S.; EXHIBIT PROVIDES UNIQUE OPPORTUNITY TO DISCUSS THESE MATTERS.

3. MRS. ELENA CEAUSESCU, A PROFESSIONAL CHEMIST WITH CONSIDERABLE INFLUENCE IN SCIENTIFIC AND TECHNICAL AFFAIRS IN ROMANIA DISPLAYED PARTICULAR FASCINATION IN THE HOLOGRAPH DISPLAY AND ALL ASPECTS OF THE SCIENTIFIC PHOTOGRAPHY ABOUT WHICH SHE POSED MANY QUESTIONS.

4. PHOTOGRAPHY WORKSHOP COMMENCED OCTOBER 14 WITH COOPERATION OF ROMANIAN ASSOCIATION OF PHOTOGRAPHERS. DAILY SESSIONS TO DATE HAVE INVOLVED FULL CAPACITY PARTICIPATION OF VERY RESPONSIVE AUDIENCE. EXHIBIT SPECIALISTS PROVIDING EXCEPTIONAL IMPACT.

5. EXHIBIT ATTENDANCE VERY IMPRESSIVE FROM FIRST DAY WHEN THERE WERE 15,000 VISITORS BETWEEN 1230 AND 1800 HOURS.

6. PRESS PREVIEW ON OCTOBER 11 REPORTED IN BUCHAREST 4718. ROMANIAN TV COVERED PRESIDENTIAL WALK-THROUGH AND LATER THIS COVERAGE PLAYED ON NATIONAL TELEVISION (10 SECOND SLOT ALONG WITH OTHER FAIR ACTIVITIES). RCP DAILY SCINTEIA CARRIED LARGE PHOTO OF CEAUSESCU WALK-THROUGH INCLUDING AMBASSADOR, ASSISTANT DIRECTOR SHIRLEY, AS WELL AS EXHIBIT DESIGNER RICHARD SUIB AND KEN NIGLIS.

7. MOST POPULAR SECTION TO DATE FEATURES POLAROID CAMERA AND PICTURES TAKEN ON SPOT AND PRESENTED TO ROMANIANS. THE SCIENTIFIC AREA, THEATER, AND LAST GALLERY DRAWING MOST ATTENTION.

8. AMERICA DAY AT PHOTOGRAPHY USA PAVILION ON OCTOBER 15 DREW APPROXIMATELY 300 VISITORS FROM DIVERSE ROMANIAN INSTITUTIONS. REPRESENTATIVES OF COUNCIL FOR SOCIALIST CULTURE AND EDUCATION, HEADED BY UNCLASSIFIED

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VICE PRESIDENT ION JINGA, WERE PRESENT AND EXPRESSED THEIR SATISFACTION AND PLEASURE WITH EXHIBIT TO AMBASSADOR AND OTHER EMBASSY PRESENT. THIS ORGANIZATION WILL SPONSOR EXHIBIT IN PROVINCES EARLY NEXT YEAR. MAJORITY OF OFFICIAL ROMANIANS WHO HAVE VIEWED EXHIBIT TO DATE HAVE LAVISHED PRAISE ON IT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: CULTURAL EXHIBITS, PHOTOGRAPHY
Control Number: n/a
Copy: SINGLE
Draft Date: 17 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUCHAR04786
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740295-1137
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741040/aaaabhyf.tel
Line Count: 114
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: cunninfx
Review Comment: n/a
Review Content Flags:
Review Date: 11 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 MAR 2002 by chappeld>; APPROVED <10 FEB 2003 by cunninfx>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PHOTOGRAPHY USA EXHIBIT - OPENING DAY, AMERICA DAY AND FIRST DAYS OF EXHIBITION
TAGS: SCUL, RO
To: USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005